

Executive Committee for Highway Safety
Keeping Drivers Alert
Working Group Meeting Minutes – Mtg. #11
October 7, 2005

Location:

UNC HSRC, Chapel Hill @ 10:00 a.m.

Committee Members in Attendance:

Doug Robertson	Don Ferrier	Cliff Braam	Katy Jones
Jessica Jones	Jane Stutts	Joe Geigle	Arthur Goodwin
Rob Foss	Ben Zarzaur	Adam Fischer	Jerry Brand

Scribe:

Katy Jones

Minutes:

- The meeting began at approximately 10:05 a.m.
- Doug Robertson opened the meeting with brief introductions of the working group's two new members - Jerry Brand, an NC SHP trooper, and Arthur Goodwin, a senior researcher with UNC HSRC.

Task I – Teen Driving Research Summary

Rob Foss, HSRC senior research scientist, gave an overview presentation on the fundamental elements of developing a successful program to change driving behavior. Arthur Goodwin, HSRC senior researcher, then reviewed two programs targeting teen drivers that the Center has executed and evaluated.

Highlights from the presentation include:

- Education alone will not address the issue of altering behavior to reduce teen crashes
- Environmental changes – roadway changes, policy changes, technology – are often easier things to change than driver behavior
- There are issues surrounding school start times that show promising reductions in crashes – this area should be investigated and tested further
- The teen brain is still developing during the time they are getting their licenses – the part that is still developing controls the ability to make sound judgments and decisions
- Teen drivers should not be lumped together as a group – there are vast differences between a 15-year-old driver and a 19-year-old driver

The presentation will be posted shortly on the ECHS Web site.

Task II – Campaign Development

Katy Jones gave a brief update on the status of the campaign concepts being developed by the UNC Journalism and Mass Communication class. Cliff, Jessica, Arthur, Doug and

Katy will return to the class to hear presentations on their initial direction and give guidance on this direction.

In addition to the Public Relations Campaigns class that is devoting time to this issue, one of Professor Dougall's graduate-level students has also taken on the subject for his Public Relations Concepts class.

Task III – Discussion of Drowsy Driving Strategy

Given the information presented during the meeting surrounding the development of a successful campaign, the drowsy driving strategy is going to be revisited and redeveloped. Additional avenues are being explored including a strategy surrounding shift workers and a strategy targeting military personnel.

- The meeting was adjourned at 12:05 p.m.

NEXT MEETING: Friday, November 15, 2005, 10-12 at HSRC